Photography Media Arts
Learning Outcomes - 2023

By the end of the program, graduates will be able to demonstrate skills in these areas:

Depth and Breadth of Knowledge

G1 - Identify major concepts and theories in the visual and cinema arts and apply these to the creative process.

G2 - Place film, photography, and digital imaging into appropriate historical, critical, and cultural contexts.

G3 - Identify and analyze the role of media platforms in contemporary creative and professional practice.

Critical Thinking and Communication

G4 - Identify, discuss, and analyze major genres and contemporary movements in film, photography and/or digital media.

G5a - Evaluate, interpret and communicate ideas in visual form.

G5b - Evaluate, interpret and communicate ideas in oral form.

G5c - Evaluate, interpret and communicate ideas in written form.

Collaboration

0G6 - Collaborate effectively and respectfully with peer, professional, and participating communities.

Research Methods

G7a - Gather, review, evaluate and interpret information and media sources using appropriate tools and resources.

G7b - Apply comparative research methods to written and creative work in film, photography and/or digital media.

Entrepreneurial/Professional Skills

G8 - Apply marketing and networking skills to the development and promotion of professional work.

G9 - Generate a professional portfolio and update and disseminate work on an ongoing basis.

Experiential Learning

G10 - Reflect on a variety of inter-professional experiences (exchanges, internships, practicums,

exhibitions, screenings, and competitions) in order to apply knowledge and skills to professional practice.

Ethics
G11 - Identify and interpret the ethical implications of working in visual media, including legal, safety and privacy issues.

Photography - Production Skills
P1. Work at a creative, professional level in lens-based imaging media.
P2. Apply contemporary production practices and utilize existing and emerging visual media technologies in a professional context.
P3. Utilize relevant software tools in the creation, recording, manipulation and output of finished imagery.
P4. Produce work for still, moving-image, web-based, and interactive use.
P5. Develop skills in visual content editing, management, and presentation.

Photography - Autonomy & Professional Capacity
P6. Work creatively and adaptively in a constantly changing media environment.

Integrated Digital Option - Production Skills
ID1. Extend the image-making skills acquired in the first two years of the film and photography programs through focused engagement and experimentation with emerging forms of digital media.
ID2. Work at a creative, professional level within the expanding field of digital media.
ID3. Apply knowledge of contemporary art and digital media production practices in a professional and creative context.
ID4. Develop projects using a combination of contemporary digital technologies and other hybrid media approaches.
ID5. Understand and utilize display strategies in a variety of exhibition and installation situations, both online and in the physical world.

Integrated Digital Option - Autonomy & Professional Capacity
ID6. Prepare, design, and program digital exhibition, publication and interactive projects.
ID7. Identify trends and proactively adapt skills in the evolving field of digital media.